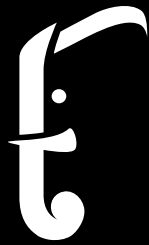




# MEDIA PLANNER {2019}



# ELEPHANTS AND TEA

## Who Are We?

CANCER IS THE **ELEPHANT** IN THE ROOM.  
**TEA** IS THE RELIEF CONVERSATION PROVIDES.

*Elephants and Tea* is the only magazine written for and by adolescent and young adult (AYA) cancer patients, survivors and caregivers telling their stories in their own words.

Through stories and artwork our goal is to help AYA patients and survivors experience relief through self-expression, inspire others during their cancer journey and to connect them with supportive organizations across the nation.

All of our stories and information are free to all - both on our website and our quarterly print magazine.

### 5 MAIN AREAS OF FOCUS

WELLNESS /  
NUTRITION



EMOTIONAL  
SUPPORT



COLLEGE, CAREER  
AND CASH



SEXUALITY



CHEMO  
BRAIN



### TARGET AUDIENCE:

15-39 YEAR OLD MALE/  
FEMALE CANCER PATIENTS  
AND SURVIVORS

PARENTS AND FAMILY  
MEMBERS OF CANCER  
PATIENTS AND SURVIVORS

CAREGIVERS WITHIN  
THE AYA CANCER  
COMMUNITY

ELEPHANTS AND TEA IS  
THE ONLY MAGAZINE  
FOCUSED SOLELY ON  
AYA CANCER PATIENTS,  
SURVIVORS AND  
CAREGIVERS.



**AYA** = ADOLESCENT &  
YOUNG ADULT

AGE RANGE:

**15 TO 39**

**AYA CANCER IS OFTEN:**

- ◆ THE RAREST CANCERS
- ◆ MOST DIFFICULT TO TREAT
- ◆ MOST DIFFICULT TO CURE
- ◆ VERY AGGRESSIVE
- ◆ LIFE THREATENING
- ◆ LIFE ALTERING

AYA cancer survivors often are afflicted with secondary effects that will alter the course of their life and productivity in our society.

**AYA CANCER DIAGNOSES:**

**80,000** in the  
USA  
alone

**EVERY YEAR**

# Connections

## MAGAZINE CIRCULATION

**DISTRIBUTION:**  
**2,500+**  
**AND GROWING**

**FREQUENCY:**  
**4 X**  
**A YEAR**

**ANNUAL REACH:**  
**10,000+\***  
**AND GROWING**

\* INCLUDES BULK PRINT SUBSCRIPTION SHIPMENTS **TO HOSPITALS** AND **THEIR PATIENTS**  
ACROSS THE UNITED STATES, INCLUDING THESE **TOP-RANKED HOSPITALS:**

(Rankings according to US News 2018)

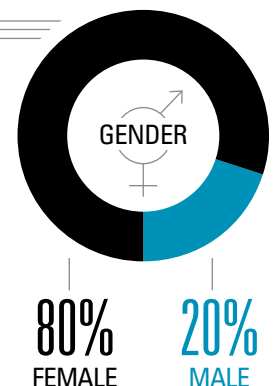
	MD Anderson Cancer Center (#1 ranked cancer hospital)
	Dana Farber Cancer Institute (#4 ranked cancer and #3 children's cancer hospital)
	Moffitt Cancer Center (#8 Ranked Cancer hospital)
	Northwestern Medicine (#12 ranked cancer hospital)
	USC Norris Comprehensive Cancer Center (#17 ranked cancer hospital)
	The James Cancer Network, The Ohio State University (#20 ranked cancer hospital)

	Cleveland Clinic (#5 ranked cancer hospital)
	Seattle Cancer Alliance (#7 ranked cancer and #15 children's cancer hospital)
	Cincinnati Children's (#1 ranked children's cancer hospital)
	Nationwide Children's Columbus (#5 ranked children's cancer hospital)
	Los Angeles Children's Hospital (#9 ranked children's cancer hospital)
	University Hospital/Rainbow Babies & Childrens Cleveland (#28 ranked cancer and #22 children's cancer hospital)
...and many others	

## DIGITAL REACH

**1,767+**  
**SOCIAL MEDIA FOLLOWERS**  
**AND GROWING**  
INCLUDES TWITTER, FACEBOOK AND INSTAGRAM

**1,300+**  
**NEW USERS A MONTH**  
**AND GROWING**  
WEBSITE TRAFFIC



# Be Heard. Join the Herd

*"The magazine is going great! It seems like our adolescents and young adults are enjoying other patients' stories. We also provided them to our Young Adult Oncology Group and it was well received, especially since someone they knew had written in it."*

- JOCELYN MORIN, SURVIVORSHIP COMMUNITY NAVIGATOR,  
CHILDREN'S HOSPITAL OF WISCONSIN

*"They are great. We have distributed almost half of them already. Our staff are really interested in reading them as well. Thanks again and what an awesome publication."*

TYLER KETTERL, MD, MS, HEMATOLOGY-ONCOLOGY,  
SEATTLE CHILDREN'S

*"THEY ARE SPECTACULAR ABSOLUTELY BEAUTIFUL. I CANNOT WAIT TO BRING THEM TO OUR RESOURCE CENTER AND SUPPORT GROUP ON MONDAY. NICK, TRUE TALENT EXISTS HERE. I AM ABSOLUTELY IN AWE!"*

- TAMMY WEITZMAN, MSW, LICSW, CLINICAL ONCOLOGY SOCIAL WORKER,  
HEMATOLOGY ONCOLOGY, SEATTLE CANCER CARE ALLIANCE

*"WE ARE LOVING THE MAGAZINE! I HAVE BEEN GIVING IT TO PATIENTS AND IT HAS BEEN A GREAT CONVERSATION STARTER. WE CAN'T WAIT FOR THE NEXT ISSUE."*

- BRYNN FOWLER, AYA PROGRAM MANAGER, UCHICAGO MEDICINE

*"The magazines are a huge hit! They look amazing and everyone has been loving them."*

- WHITNEY B. HADLEY, MA, MSW, LSW, AYA SUPPORT SPECIALIST AND  
COMMUNITY OUTREACH COORDINATOR, ANGIE FOWLER ADOLESCENT & YOUNG  
ADULT CANCER INSTITUTE

*"OMG. THIS EDITION WOULD HAVE BEEN SUPER HELPFUL AS I WENT TO COLLEGE 3 MONTHS AFTER I FINISHED CHEMO THE FIRST TIME AND THEN I WENT BACK AFTER MY RELAPSE WHEN I WAS STILL GETTING RADIATION DAILY. WOW. THIS IS INCREDIBLE, I'VE SUBSCRIBED TO EMAILS & PRINT ALREADY!"*

- CANCER SURVIVOR AT THE CLEVELAND CLINIC

*"We love them and will be sharing them at our Wellness Fair next Saturday. I am actually sharing them with our AYA Patient Education Subcommittee later on today for more feedback."*

- AMBER SKINNER, MPH, AYA AND LATTE PROGRAM  
COORDINATOR, MOFFIT CANCER CENTER

*"I love the magazine! I have been passing it out to at my AYA clinic. I have also forwarded them to our AYA staff. I like the articles, they are insightful and right to the point. Keep up the great work!"*

KRISTINE DIENER, LISW-S, JAMES  
OUTPATIENT SOCIAL WORKER,  
HEMATOLOGY

# 2019

# Editorial Calendar

## QUARTERLY PRINT MAGAZINE

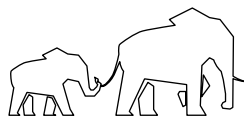
Quarterly Magazine Launch Dates: 1st week of the months below.

ISSUE 1 - MARCH 2019:	INTRODUCING ELEPHANTS AND TEA THE MAGAZINE
ISSUE 2 - JUNE 2019:	SURVIVORSHIP: LIVING WITH CANCER
ISSUE 3 - SEPTEMBER 2019:	ADOLESCENTS AND CAREGIVERS - THE FORGOTTEN GROUP
ISSUE 4 - DECEMBER 2019:	DEAR CANCER: A COLLECTION OF LETTERS FROM THOSE TOUCHED BY CANCER

## ONLINE EDITORIAL CALENDAR

JANUARY 2019:	INTRODUCING ELEPHANTS AND TEA
FEBRUARY 2019:	WELLNESS
MARCH 2019:	NUTRITION
APRIL 2019:	OUTDOORS/WORKING OUT
MAY 2019:	STRESS MANAGEMENT
JUNE	SURVIVORSHIP
JULY 2019:	PARENTS/CAREGIVERS
AUGUST 2019:	SEXUALITY
SEPTEMBER 2019:	TEENS
OCTOBER 2019:	BREAST CANCER
NOVEMBER 2019:	PROFESSIONALS AND MILITARY
DECEMBER 2019:	DEAR CANCER LETTERS

# Yearly Advertising Packages



## THE HERD PACKAGE – \$25,000 (LIMITED TO 6 A YEAR)

2 full page interior ads in different issues

2 Premium Position ads – different issues

(Inside front cover, inside back cover, Back Cover)

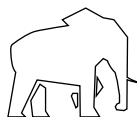
10 The Herd Weekly newsletter exclusive sponsor

Host 1 Sponsored Asset for a 2-week span on *Elephants and Tea* home page – 6 total

Sponsor Elephants and Tea Content of your choosing – 8 total

1 social post a week on Twitter, Instagram and Facebook

ONLY 5  
LEFT!



## THE ELEPHANT PACKAGE – \$13,000

4 full page interior ads

8 The Herd Weekly newsletter newsletter exclusive sponsor

Sponsor Elephants and Tea Content of your choosing – 6 total

2 social post a month on Twitter, Instagram and Facebook



## THE TEA PACKAGE – \$7,500

2 full page interior ads

5 The Herd Weekly newsletter newsletter exclusive sponsorship

Sponsor Elephants and Tea Content of your choosing – 4 total

1 social post a month on Twitter, Instagram and Facebook



# Sponsorship

CATEGORY SPONSORSHIP \$3,000

OWN ONE OF OUR  
6 EDITORIAL CATEGORIES  
ON OUR WEBSITE  
FOR A FULL MONTH!

## INCLUDES:

728X90 AND 300X250 BANNER ADS

EACH ARTICLE TAGGED TO THESE CATEGORIES WILL SAY  
"BROUGHT TO YOU BY [YOUR COMPANY NAME AND LOGO]"

HAVE A [PARTNER RESOURCES BOX](#)  
WITHIN EACH ARTICLE TO DRIVE PEOPLE BACK  
TO YOUR WEBSITE THAT LISTS OUT UP TO 3 RESOURCES.

SPONSOR CAN PROVIDE [A NEW PIECE OF CONTENT PER WEEK](#)  
TO BE HOSTED ON ELEPHANTSANDTEA.COM HOME PAGE

[2 SOCIAL MEDIA POSTS PER WEEK](#) PROMOTING  
SPONSOR'S CONTENT

## OUR 6 EDITORIAL CATEGORIES:

WELLNESS &  
NUTRITION



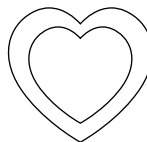
EMOTIONAL  
SUPPORT



COLLEGE, CAREER  
AND CASH



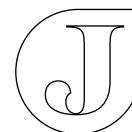
SEXUALITY




CHEMO  
BRAIN

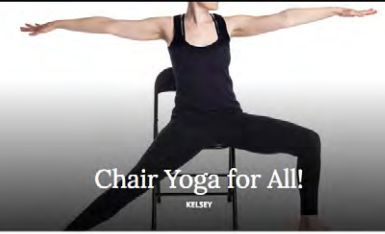


JEN'S  
CORNER







Search Elephants and Tea Magazine




### Chair Yoga for All!

BY KELSEY  
October 26, 2018

SHARE THIS:





Content contributed and originally ran on Lacuna Loft's website at: <https://lacunaloft.org/chair-yoga/>.

Using props in [restorative](#) yoga can provide support to our bodies as they open up. Blocks, straps, mats, walls, exercise balls, and more are all used during classes. Another versatile prop is an everyday chair (while people do remove the backing from folding chairs to make an extra-awesome yoga chair, it isn't necessary to re-do your dining room set for some yoga!).

Using a chair for yoga, like any prop, can assist me into a pose or teach me about where my body still has room to grow in mobility. I can also use a chair as the center of my yoga time - supporting my body weight while I get to freely move my limbs. This is often called "Chair Yoga" or "Office Yoga" and I love how it makes yoga accessible at any time of the day (email breaks, YES!), and to people who need to lay off the knees or weight bearing because of illness, injury, or age.

**Partner Resources:**

- 5-Star Amazon reviewed [Yoga for Cancer](#) book
- [yoga 4 cancer story](#)
- [yoga 4 cancer pose of the month](#)


Chair yoga can be done at your desk at work or at the dinner table at home. I've played around a little at home with using a chair as a prop for yoga poses and doing all my yoga while sitting in a chair. Since I'm only beginning to explore this, I'm sharing some resources that I've found:

- A [20 minute chair yoga flow](#) from the Chopra Institute
- [8 yoga poses using a chair](#)
- Some [seated postures for yoga](#) (even without a chair!)
- An example of [modifying standing poses](#) for yoga using a chair
- Images to guide you through a [Sun Salutation](#) on a chair

Have you ever done chair yoga? What are your favorite supportive props for yoga? Let us know!

[Image via](#) (and info on teaching chair yoga!)

Read more about Kelsey [here](#).

 Stay in touch... join our Email Newsletter

# Print Advertising

A LA CARTE PRICING



POSITION / SIZE	COST 1X	2X	3X	4X
INSIDE FRONT/BACK COVER / <b>FULL PAGE</b>	\$3,400	\$6,600	\$9,800	\$13,000
BACK COVER / <b>FULL PAGE</b>	\$3,900	\$7,600	\$11,300	\$15,000
INTERIOR / <b>2-PAGE SPREAD</b>	\$2,400	\$4,600	\$6,800	\$9,000
INTERIOR / <b>FULL-PAGE</b>	\$1,500	\$2,800	\$4,100	\$5,400
INTERIOR / <b>HALF-PAGE</b>	\$1,000	\$1,800	\$2,600	\$3,400

## TECHNICAL SPECIFICATIONS

### PUBLICATION TRIM SIZE: 8.5" X 11"

#### FULL-PAGE, WITH BLEED:

8.5" X 11" TRIM + .125" BLEED ON ALL SIDES = 8.75" X 11.25"

#### FULL-PAGE, NO BLEED (FLOATING):

8.5" X 11" TRIM - .25" MARGIN ON ALL SIDES = 8" X 10.5"

#### HALF-PAGE, WITH BLEED:

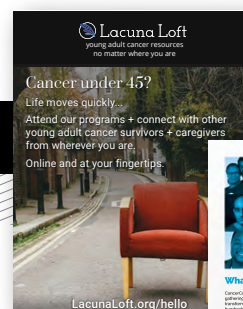
8.5" X 5.5" TRIM + .125" BLEED ON ALL SIDES = 8.75" X 5.75"

#### HALF-PAGE, NO BLEED (FLOATING):

8.5" X 5.5" TRIM - .25" MARGIN ON 3 SIDES = 8" X 5.25"

### FILE REQUIREMENTS:

- High-resolution, press-ready PDF is the preferred format for all ads.
- Ads must be in final print size including bleeds, if applicable.  
(See trim and bleed size chart above.)
- Fonts must be embedded in file
- File must be saved using the "Press Optimized" setting
- Resolution on all images must be at least 300 ppi
- Colors must be CMYK
- Email ads to Nick@elephantsandtea.com



Keep live materials  
(text, logos) .25" in from  
the ad trim edges to  
avoid getting cut off  
during the magazine  
trimming process.

### Production Services:

Ads requiring  
typesetting, reduction,  
enlargement, or layout  
work are subject to  
additional charges.  
Layout and production  
services are available  
at \$80 per hour.



# Online Advertising

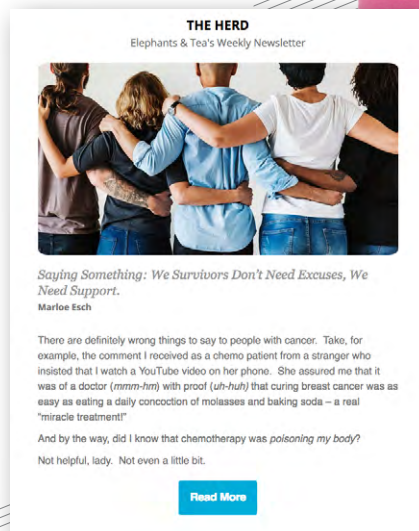
A LA CARTE PRICING

SOCIAL POSTS	COST PER POST	BANNER ADS	COST
FACEBOOK	\$150	728X90 LEADERBOARD	\$1,000
TWITTER	\$100	300X250 SIDE BOARD	\$1,000
INSTAGRAM	\$100	(Run time is one month)	
ALL OF THE ABOVE	\$250		

NEWSLETTER SHOUT OUT      COST: \$1,000

EXCLUSIVE:

HOST 1 SPONSORED  
CONTENT WITHIN OUR  
WEEKLY *THE HERD*  
NEWSLETTER + BE  
LISTED AS "THIS WEEK'S  
*THE HERD'S*  
NEWSLETTER  
IS BROUGHT TO  
YOU BY [YOUR  
COMPANY  
NAME]"



*Elephantsandtea.com*



CANCER IS THE ELEPHANT IN THE ROOM



TEA IS THE RELIEF CONVERSATION PROVIDES



FOR MORE INFORMATION ON ADVERTISING  
OPPORTUNITIES CONTACT NICK GIALLOUARKIS  
AT *NICK@ELEPHANTSANDTEA.COM*